

Eugene Sunday Streets 2015 Sponsorship Opportunities



*Eugene Sunday Streets
is THE signature walking
and bicycling event for
our community.*

eugenesundaystreets.org

About Eugene Sunday Streets

Eugene Sunday Streets events promote healthy, active living by opening the city's largest public space—its streets—for people to walk, bike and roll while discovering the joys of active transportation in a safe, car-free environment.



Each event features from one to three miles of traffic-free streets that showcase Eugene's unique neighborhoods. Activity centers along the route host games, live music, interactive art and other entertainment for all ages in and around Eugene's beautiful public places.



Who Attends?

Everyone! Walkers, runners, bicyclists, mobility device users, seniors, adults, families and youth all enjoy a day of physical activity right in their own "frontyard". The 4th Annual Eugene Sunday Streets in 2014 attracted over 3,600 attendees and more than 200 volunteers. Many people have made Sunday Streets an annual family event on their calendar, and the events continue to draw new participants and grow year after year.

Eugene Sunday Streets builds community, stimulates the local economy, and represents resident, business and government investments to improve Eugene's quality of life.

Goals of Sunday Streets

- ✓ *Improve the health of Eugene residents*
- ✓ *Reduce dependence on motor vehicles by encouraging walking and biking*
- ✓ *Increase awareness of sustainable transportation options*
- ✓ *Increase neighborhood livability & build community*
- ✓ *Create new opportunities for businesses, recirculating money directly into our local economy*

Support Eugene Sunday Streets

Celebrating its 5th anniversary this year, Eugene Sunday Streets will include two distinctly different neighborhoods. We anticipate more than 6,000 people will participate. We invite you and your employees to join us in these community celebrations.

Your sponsorship is an investment in our community, the people and the future of Eugene.

Ask us about opportunities for Employee engagement and volunteerism through the Sunday Streets events!

eugenesundaystreets.org

Eugene Sunday Streets Delivers

Eugene Sunday Streets helps you achieve high impact results with your sponsorship. Dedicated staff members support your company in the planning and implementation of the events to ensure you will achieve your sponsorship goals. Your support of Eugene Sunday Streets will not go unnoticed.

Associate Your Business with Eugene Sunday Streets

Sunday Streets events capture the spirit of Eugene. They combine passion for health, the environment and community. The events are the ONLY of their kind in our area. They provide a safe environment where residents can be active and have fun! Eugene continues to serve as a model to cities across the state and country developing similar events.



Join in on the Fun!

Sunday Streets unites all Eugonians by engaging hundreds of volunteers, nonprofits, businesses and local community groups. This unique collaboration encourages a diverse group of people, spanning all demographics, to learn more about healthy, sustainable lifestyles.

Connect to Eugene Sunday Streets Participants

Eugene Sunday Streets is the perfect vehicle for your business to connect with the local community in a meaningful way. A sponsorship is a public declaration that your business shares the same values inherent in Eugene Sunday Streets. The events support neighborhoods, families and activities that make them healthy. Sunday Streets is dedicated to prosperity and happiness in the place we call home—Eugene!



Sponsorship Deliverables

Over a
million media
impressions
in 2014

2014 Media Impressions and Collateral Material

Eugene Sunday Streets enjoys good media coverage and impressions through the five month summer season (May – Sept.). The following is a specific breakdown of the types of exposure Sunday Streets saw in 2014. New partnerships including expanding coordination with the Community Events and Cultural Services Division in the City of Eugene, media impressions and reach are expected to exceed previous years. Additionally, the Eugene SmartTrips program (running in an ESS route area) will reach an additional 8,500 households via direct mail (minimum 3 times) with Sunday Streets messages during the 2015 season.

Poster	11" x 17" — All Season	500 distributed to area businesses & in all LTD buses
Flyers	4.25" x 5.5" — All Season	5,000 (4,500 English/500 Spanish)
Postcard Mailers	8.5" x 5.5"	2,500 Households
Doorhangers	4.25" x 11"	1,750 Households along the route
Event Programs	8.5" x 11"	2,000 during events
T-Shirts for Volunteers & Staff	—	400
Traffic Signs	Various Sizes	50/event or 100 total sign placements
Sponsor Thank You Signs	3' x 4' — All sponsor sign	8/event or 16 sign placements

**** New item for 2015 – Sunday Streets Banners – 2' x 5'; 2/event or 4 sign placements****

Social Media/InMotion E-Newsletter

The *Eugene InMotion* and *SmartTrips* E-Newsletters are distributed to over 2,500 unique email addresses.

Currently the City of Eugene Transportation Planning Team page has nearly 800 Facebook "likes" averaging 9,500 daily reaches for each month of the summer season. The event pages for each individual event on Facebook had total reaches of over 16,000 per page. The Eugenesundaystreets.org webpages had over 4,000 page visits throughout the season.



Traditional and Online Media

Over 20 different media/blog/stories (+all the advertising) with **over 1 million media impressions** including the following:

Print, Television & Radio

The Register Guard
Eugene Weekly
Daily Emerald
KEZI Television
KVAL Television
KMTR Television
KUGN Radio
KLCC Radio
Star 102.3 Radio

Internet & Online

Eugenedailynews.com
Ride Oregon
Webikeeugene.org
Eugene-Springfield Safe Routes to School News
Eugeneagogo.com
City of Eugene Homepage
Openstreets.org



Business Sponsorship Levels

PRESENTING SPONSOR

We are searching for an excellent, exclusive partner for Eugene Sunday Streets who will enjoy the highest level of visibility throughout the events and entire promotional season. Their brand will be synonymous with Sunday Streets and included in the title of the event and in all event materials, mentions and promotions. If your company is interested in serving as the exclusive presenting sponsor of Eugene Sunday Streets, please contact Lindsay Selser at 541-682-5094.

Sunday Streets CHAMPION

\$10,000 for both events
(limited to 2 sponsors)

Sunday Streets is offering an exclusive opportunity for two special companies to be the major sponsor for the 5th Anniversary events. The Sunday Streets Champion will enjoy a high level of visibility and be prominently recognized for supporting this important community program.

- Your company will become synonymous with Eugene Sunday Streets
- Exclusive Activity Center title
- Company/Organization logo will be featured in all collateral materials

Sunday Streets ADVOCATE

\$2,500 for both events
(limited to 8 sponsors)

Through being an Advocate your company will reach across the City promoting good health and active transportation. Sunday Streets is run on volunteer power – Advocates sponsorship makes a volunteer station possible and gives your business excellent visibility and demonstrates your commitment to volunteerism in our community. You will be highlighted in our e-newsletters, website and social media promotions.

Sunday Streets PROMOTER

\$5,000 for both events
(limited to 4 sponsors)

Sunday Streets Promoters will be offered the next highest level of exposure to Sunday Streets households and participants.

- Extensive exhibition and activation opportunity at a popular park to maximize your impact at each event
- Inclusion in most collateral materials

Sunday Streets SUPPORTER

\$1000 for both events
(limited to 10 sponsors)

As a Sunday Streets supporter you will be able to create a special on-route site where your company will enjoy a steady stream of people flowing right past your display. You will enjoy mentions on our website, newsletters and social media.



There is an opportunity for your business to support Eugene Sunday Streets at any level. The Sunday Streets team is dedicated to working with you to maximize the return on your investment.



Sponsorship Benefits at a Glance

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EVENTS

	Sunday Streets CHAMPION	Sunday Streets PROMOTER	Sunday Streets ADVOCATE	Sunday Streets SUPPORTER	Sunday Streets FUN
Eugene Sunday Streets partner levels for both events	\$10,000 (2)	\$5,000 (4)	\$2,500 (8)	\$1,000 (10)	\$500
Exclusive activity center title	✓				
Extensive on-route signage	✓				
Category exclusivity	✓	✓			
Logo on print advertising	Large	Medium	Name only		
Newsletter articles with company/organization byline	3 newsletters	2 newsletters	1 newsletter		
Logo on volunteer t-shirts	Large	Medium	Small	Name only	
Mention or logo in all event newsletters	✓	✓	✓	✓	
Features in social media marketing	✓	✓	✓	Mention only	
Logo placement on season-wide collateral (posters, banners, etc.)	Large	Medium	Small	Name only	
Exclusive name and/or logo on event signs	2 signs	2 signs	2 signs	2 signs	
Company/organization message and logo on website	2 paragraphs & logo	1 paragraph & logo	2 sentences & logo	Name & logo only	Name
10' X 20' exhibition space	✓	✓	✓	✓	✓
Opportunities for staff volunteerism & engagement	✓	✓	✓	✓	✓



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